

SCHOHARIE COUNTY CLASSIFICATION SPECIFICATION

Class Title: **AGRICULTURAL MARKETING SPECIALIST**

Jurisdictional Class: **Competitive**

Date Adopted: **January 26, 2001**

Date Revised:

Jurisdictions: **County**

Union Status: **CSEA**

Pay Grade: **18**

DISTINGUISHING FEATURES OF THE CLASS: An Agricultural Marketing Specialist works in the County Planning Department to initiate an agricultural economic development program with an emphasis on marketing. Incumbent works in coordination with the County Agricultural and Farmland Protection Board, the County Planning and Development Agency, the County Board of Supervisors and Cornell Cooperative Extension. Incumbent works under the general supervision of the Director of Planning with wide leeway allowed for the exercise of independent judgment. Does related work as required.

TYPICAL WORK ACTIVITIES: (Illustrative Only)

Meets with individual farmers, agri-businesses and other agricultural entrepreneurs to develop and implement marketing strategies and business plans;

Gathers market data to assist in determining potential consumers for products;

Researches industry and business environment connected with consumer products, including government policies and regulations, technological changes and industry trends;

Develops product and/or service ideas based on relevant information;

Identifies a profitable target market and tests the market potential;

Determines marketing objectives and selects marketing strategies;

Evaluates the need for related services such as packing, grading, sorting, and inventory management;

Develops a distribution plan;

Creates a promotional campaign, which includes a variety of promotional activities;

Works with various governmental and economic agencies to identify and solicit for project financing, including grants and loans;

Monitors, evaluates and modifies the business/marketing plan, including the monitoring of sales, costs, net margin and consumer satisfaction;

Promotes a positive image and the advantages of agricultural industry in Schoharie County to commercial agricultural industry representatives and real estate brokers;

Encourages local restaurateurs, hoteliers, industries, schools, and state and county government institutions to utilize locally grown and processed products.

Represents the agricultural industry on various relevant committees or task forces;

Serves as a resource to the Agricultural and Farmland Protection Board in carrying out the economic development aspects of the Agricultural and Farmland Protection Plan.

FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES AND PERSONAL

CHARACTERISTICS: Thorough knowledge of communication and marketing techniques; working knowledge of the agricultural industry; negotiating skills; ability to advocate effectively; ability to conduct studies and

surveys; ability to organize materials and prepare reports; ability to develop and maintain effective working relationships with others; ability to communicate effectively both orally and in writing; resourcefulness, initiative and sound judgment.

Last Reviewed: n/a
Last Updated: n/a
Reviewed By: n/a
Last Reallocated: n/a

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MINIMUM QUALIFICATIONS:

- (A) Bachelor's degree in marketing; **OR**
- (B) Bachelor's degree in education, economics, communications, business administration, finance or closely related field, plus one (1) year of experience in developing or marketing project ideas or products; **OR**
- (C) An equivalent combination of training and experience as defined by the limits of (A) and (B) above.

NOTE: Part-time employment can be pro-rated to count towards fulltime (Example: six (6) months PT equals three (3) months FT) and a higher level of education can be pro-rated for experience up to a year.

SPECIAL REQUIREMENT: This class requires extensive travel. Incumbents will be required to possess a valid, appropriate level New York State Motor Vehicle operator's license, or otherwise demonstrate the ability to meet the travel needs of the job.

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